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# *Fruits and Juices* **AVAILABILITY** *in Retail Food Stores*

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FEBRUARY 1956

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UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

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## PREFACE

This report summarizes information on availability of certain fresh citrus fruits, and canned and frozen juices and ades in retail food stores in the United States during August 1955 compared with earlier survey months. Availability of fresh citrus fruits is expressed both as a percentage of all food stores and as a percentage of those customarily handling fresh fruits or vegetables. For frozen juices availability is expressed both as a percentage of all food stores and as a percentage of those equipped with freezer cabinets. Preceding reports in this series have presented similar information obtained from surveys issued at intervals of a few months starting with October 1948.

Data on availability of these fruit and juice products were obtained from a national probability sample of approximately 1,900 retail stores distributed among the 5 regions indicated in figure 1. Within each of the regions, the sample is composed of approximately 50 counties, with an average of 5 to 6 sample stores per county. In each of the three cities, Chicago, New York, and Los Angeles, the sample has been enlarged to include a minimum of about 150 stores. Large stores were sampled at a heavier rate than small ones in order to obtain better representation among these stores than would have been possible in the case of proportionate representation. Data on availability of these fruits or fruit products in retail food stores are presented in this report according to: (1) type of store management, (2) size of the store in terms of annual dollar volume of business, (3) location by geographic region as indicated in figure 1, and (4) by size of city in which the store is located.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act of 1946.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

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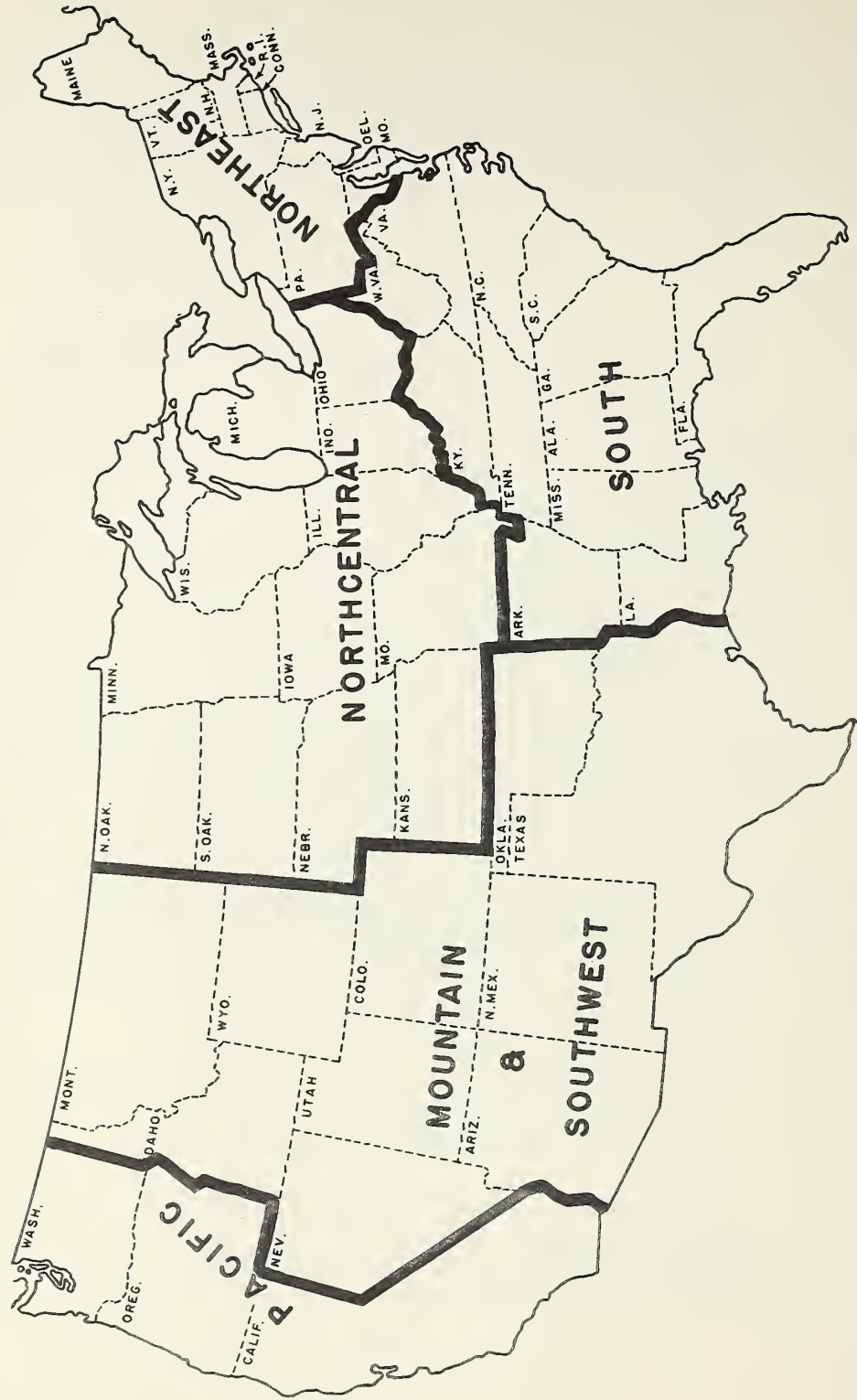
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Figure I.- REGIONS FOR NATIONAL RETAIL FOOD STORE AUDIT.



## FRUITS AND JUICES

### AVAILABILITY IN RETAIL FOOD STORES

FEBRUARY 1956

#### SUMMARY

Fresh oranges and grapefruit were available in a slightly larger proportion of the Nation's retail food stores during February 1956 than a year earlier, according to an audit of a nationwide sample of retail food stores. Consumers could buy fresh oranges in 85 percent of United States retail food stores in February 1956 and grapefruit in 65 percent of the stores. Availability of fresh lemons was up one percentage point in February 1956 as compared with a year earlier--78 percent of stores compared with 77 percent in February 1955. Data from surveys conducted in February of 1953 through 1956 indicate that there has been only slight variation in the level of availability of these three citrus fruits over this period.

Frozen concentrated juices could be purchased in a slightly greater proportion of United States food stores in February 1956 than in February a year earlier, primarily as a result of increased availability of frozen concentrated grape juice. Frozen concentrated orange juice was offered by 59 percent of the Nation's food stores in February 1956, only 1 percentage point higher than in February a year earlier but the highest level of availability yet reported for the month of February.

The proportion of stores equipped with freezer cabinets stocking frozen concentrated orange juice, however, was lower in February 1956 than in either February 1954 or February 1955. This would indicate that frozen orange juice was not stocked in a majority of the stores that have added freezer equipment in the last two years.

Availability of frozen single-strength lemon juice was down somewhat in February 1956, compared with February 1955.

Improved availability of frozen concentrate for lemonade was noted in February 1956 as compared with a year earlier. The proportion of stores equipped with freezer cabinets stocking frozen lemonade was unchanged from a year earlier. Frozen concentrate for orangeade was available in a smaller proportion of stores than in February 1955, while frozen concentrate for limeade was available in a larger proportion of stores.

Canned single-strength orangeade and shelf-pack concentrate for orangeade could be purchased in 22 percent of the Nation's food stores in February 1956, both down 1 percentage point from February 1955. Shelf-pack concentrate for lemonade was stocked by 23 percent of United States food stores in February, down somewhat from February a year earlier but at about the same level as in February 1953 and 1954.

There was little change from February 1955 in the overall availability of canned single-strength juices in the Nation's food stores in February 1956. Canned grapefruit juice was stocked by a slightly smaller proportion of stores, but other canned single-strength citrus juices were almost unchanged from a year earlier--up or down only 1 percentage point from the level reported in February 1955. The noncitrus juices, apple and grape, could be purchased in slightly more stores than in February a year earlier. Availability of prune and pineapple juices were unchanged; availability of tomato juice, almost unchanged from February 1955.

#### FRESH CITRUS FRUIT

Fresh oranges could be purchased in about 85 percent of the Nation's retail food stores during February 1956. Florida oranges were found in 54 percent of the stores surveyed; California-Arizona oranges, in 44 percent of the stores. These percentages represented a larger proportion of stores handling Florida oranges but a smaller proportion of stores handling California-Arizona oranges compared with February 1955.

Practically all chain food stores, both national and regional, stocked oranges in February 1956. About 84 percent of all independent food stores and about 96 percent of the independents that customarily stock fresh fruit had fresh oranges on hand in February 1956, (table 3).

Availability of Florida oranges was either unchanged or improved from February 1955 in all geographic regions except the North Central where availability was lower (table 5). The proportion of stores stocking California-Arizona oranges was lower than in February 1955 in the Northeastern and Pacific regions. Significant gains in availability of California-Arizona oranges were noted only in the Mountain-Southwestern region, with availability almost unchanged from the same month a year earlier in the North Central and Southern regions (table 4).

Fresh oranges were stocked in February 1956 by 94 percent or more of all food stores having an annual volume of business of \$50,000 or over. In this same period, consumers could purchase fresh oranges in only 79 percent of retail food stores having an annual volume of business of less than \$50,000 (table 3).

Grapefruit appeared in 65 percent of the Nation's retail food stores in February 1956, a slightly larger proportion of stores than in February 1955 (table 6). Florida grapefruit was stocked by 46 percent of all food stores and California-Arizona by 10 percent of stores. The proportion of stores handling was unchanged from a year earlier for California-Arizona grapefruit but was larger for Florida grapefruit. Of those stores customarily handling fresh produce, 57 percent had Florida grapefruit on hand in February 1956; 12 percent, California-Arizona grapefruit (tables 7 and 8).

A smaller proportion of national chain food stores stocked Florida as well as California-Arizona grapefruit in February 1956 than in February 1955. The proportion of regional chain stores stocking California-Arizona grapefruit declined from a year earlier. But the proportion of such stores stocking Florida grapefruit was unchanged. There was a substantial gain in the proportion of independent food stores stocking Florida grapefruit and a slight gain in proportion of stores stocking California-Arizona grapefruit, compared with a year earlier.

Fresh grapefruit was available in larger proportions of the Nation's retail food stores in all geographic regions except the Pacific, where availability declined somewhat. Availability of fresh grapefruit in New York City in February 1956 was below that for the Nation as a whole. Fresh grapefruit was more readily available in Los Angeles and Chicago than in all United States food stores (table 6).

The proportion of retail food stores with lemons on hand during February 1956--78 percent of the total--was almost unchanged from February 1955 and 1954. Ninety percent of the stores customarily handling fresh produce had lemons for sale in February 1956. Fresh lemons were offered by almost all chain food outlets in February 1956 and were available in 77 percent of the Nation's independent food stores (table 9).

Tangerines were stocked by 43 percent of United States retail food stores in February 1956, a slightly lower proportion than a year earlier. Tangerines were more readily available to retail buyers in the Northeastern and Pacific regions than a year earlier. A smaller proportion of stores reported offering tangerines in all other geographic regions than a year earlier. The proportion of all stores offering tangerines ranged from a high of 59 percent in the Northeastern region to a low of 17 percent in the Mountain-Southwestern region (table 10).

#### FROZEN JUICES AND ADES

Frozen concentrated orange juice was available in 59 percent of the Nation's retail food stores during February 1956. Although this proportion was only 1 percentage point higher than in the corresponding month of 1955 and 1954 it was the highest proportion on record for February. Despite the high level of availability in relation to all retail food stores, there was a decline in the proportion of stores equipped with freezer cabinets that stocked frozen concentrated orange juice (table 12).

This decline appears to have resulted from the failure of frozen concentrated orange juice to gain entry in stores that have added freezer cabinets to their store equipment in the past few years. There has been little change in total number of retail food stores in the last few years but, from February 1954 to February 1956, there has been about an 11 percent increase in number of retail food stores equipped with freezer cabinets.

The proportion of national chain food stores stocking frozen concentrated orange juice during February 1956 was unchanged from a year earlier. There

was a slight increase in the proportion of independent food stores offering this product, while there was a decline in the proportion of regional chains stocking frozen concentrated orange juice. Availability of frozen concentrated orange juice ranged from a high of 76 percent of stores in the North Central to a low of 34 percent of stores in the South (table 12).

Frozen concentrated grape juice could be purchased in 44 percent of the Nation's retail food stores in February 1956 compared with 41 percent in February 1955. About 63 percent of all food stores equipped with freezer cabinets had frozen concentrate for grape juice on hand as compared with 61 percent in February 1955. A decline in availability in national chain food stores compared with February 1955 was more than offset by an increase in the proportion of regional chains and independent food stores stocking this product (table 12).

There was little change from a year earlier in the proportion of stores handling frozen concentrated pineapple juice--21 percent of all stores had this product in February 1956 compared with 20 percent in February 1955 (table 15).

Frozen concentrate for lemonade was carried by about 47 percent of United States food stores in February 1956, a record high for the month of February. About 67 percent of all stores equipped with freezer cabinets stocked frozen concentrate for lemonade in February 1956, unchanged from February a year earlier.

Frozen concentrate for lemonade appeared in a greater proportion of stores than in February 1955 in all geographic regions except the North Central where a decline in proportion of stores handling was noted. Improved availability compared with a year earlier was noted for stores with an annual volume of business of \$50,000 and over. Availability declined slightly in stores reporting an annual volume of business of under \$50,000 (table 13).

Only 1 in 20 retail food stores stocked frozen concentrate for orangeade in February 1956, down somewhat from February 1954 and February 1955. Slight increases in the proportion of chain stores, both regional and national, offering this product was offset by a decline in the proportion of independent food stores handling frozen concentrate for orangeade (table 14).

Frozen concentrate for limeade could be purchased in 17 percent of the Nation's food stores in February 1956 compared with 14 percent of the stores in February a year earlier. Sizable increases in the proportion of stores handling was noted for each of the three major types of retail food outlets (table 14).

Shelf-pack concentrated orange juice could be purchased in about 1 in 14 retail food stores during February 1956, a smaller proportion of stores than in either February 1955 or February 1954. Availability was either unchanged or lower than in February a year earlier in all geographic regions except the North Central where availability was somewhat improved (table 16).

Shelf-pack concentrate for orangeade could be purchased in 22 percent of the Nation's retail food stores in February 1956 compared with 23 percent of stores in February 1955 and 26 percent of stores in February 1954. Although 22 percent of United States food stores stocked this product in February only 4 percent of the retail food stores in Chicago offered this product to their customers (table 16).

Canned single-strength orangeade was available in 22 percent of United States retail food outlets in February 1956, almost unchanged from February 1955. Seventeen percent of all retail food stores stocked the 46-ounce can of single-strength orangeade compared with 8 percent of stores stocking other container sizes (table 22).

Shelf-pack concentrate for lemonade was available at a smaller proportion of retail food stores in February 1956 than in the same month a year earlier. Most of the decline in availability can be attributed to a drop in the proportion of independent food stores offering this product. Although the proportion of stores handling shelf-pack concentrate for lemonade was higher than a year earlier in the Northeastern, Mountain-Southwestern and Pacific regions, rather sharp declines in the proportion of stores handling was reported for stores in the North Central and Southern regions (table 16).

#### CANNED JUICES

Retail store surveys show that for the month of February, 1953 through 1956, canned single-strength orange juice could be purchased in 90 to 93 percent of the Nation's retail food stores. Availability of canned single-strength orange juice in 91 percent of stores in February 1956 showed slight improvement from February 1955 but was lower than the proportion of stores handling this juice in February 1953.

The same proportion of stores--73 percent--reported stocking orange juice in the 46-ounce can as in the No. 2 can. Over the past few years there has been a reduction in proportion of stores stocking the No. 2 can--from 80 percent of stores in February 1953 to 73 percent in February 1956--while the proportion of stores stocking the 46-ounce can has remained fairly constant. Improvement in availability of canned orange juice was reported in all geographic regions except the Northeast where availability was down slightly and in the Mountain-Southwestern region where availability was moderately lower (table 17).

Approximately 83 percent of United States retail food stores offered single-strength grapefruit juice to their consumers in February 1956--a slightly smaller proportion than in February 1955. Since February 1953, the proportion of stores stocking this item during this month has dropped from 89 percent to 83 percent in February 1956.

A decline in availability, compared with a year earlier, took place in all regions except in the Mountain-Southwestern where availability was unchanged and in the Pacific where the product was more readily available than in February 1955. The proportion of stores handling grapefruit juice in the

46-ounce can and in the No. 2 can was about equal in February 1956. Availability of grapefruit juice in the No. 2 can declined from 74 percent of stores in February 1953 to 64 percent in February 1956. During this same period there has been only a slight decline in availability of grapefruit juice in the 46-ounce can (table 18).

Approximately half of the nation's retail food stores offered canned single-strength orange-grapefruit blended juice during February 1956. This level of availability was almost unchanged--up one percentage point--from February 1955 but considerably lower than in either February 1954 and February 1953.

A smaller proportion of regional chain food stores offered blended juice during February 1956 than in February a year earlier. Availability increased in national chains but was unchanged from a year earlier in independent food stores. In February 1956, blended juice could be purchased in only 25 percent of stores in the Southern and 29 percent of stores in the Mountain-Southwestern regions compared with over 60 percent of stores in other regions (table 19).

About 50 percent of United States retail food stores stocked canned or bottled single-strength lemon juice in February 1956, almost unchanged from a year earlier. Availability in regional chain stores increased but the proportion of national chain food stores and independent stores offering this item was slightly lower than in February 1955 (table 20).

Canned single-strength tangerine juice could be purchased in 11 percent of the nation's retail food stores in February 1956. A slight decline in the proportion of national chain stores handling this product was more than offset by slight increases in the proportion of regional chains and independent food stores handling tangerine juice. Availability was highest in the North Central region where 18 percent of stores had the product on hand and lowest in the Southern region where 8 percent of stores stocked the product (table 21).

Availability of canned single-strength non-citrus juices in February 1956 was slightly improved compared with February 1955. Tomato juice could be purchased in 93 percent of U. S. retail food stores in February 1956--the highest level of availability reported for a canned single-strength juice. Pineapple juice was available in 82 percent of the Nation's retail food stores in February 1956; apple juice, in 50 percent; grape juice, in 73 percent; and prune juice, in 74 percent. With the exception of tomato juice, availability of noncitrus juices was considerably lower in the South than in other geographic regions (table 23).

Table 1.-- Percentage of retail food stores having specified products available, February 1956 with comparisons--

Fresh citrus fruits, summary			
Fresh citrus fruits	February 1954	February 1955	February 1956
	Percent	Percent	Percent
Oranges			
California-Arizona.....	47	46	44
Florida.....	54	51	54
Texas.....	6	4	6
Total 1/.....	85	82	85
Grapefruit			
California-Arizona.....	8	10	10
Florida.....	46	41	46
Texas.....	12	11	11
Total 1/.....	65	63	65
Tangerines.....	40	46	43
Lemons.....	77	77	78

1/ Includes fruit unidentified as to origin.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 2.-- Percentage of retail food stores having specified products available, February 1956 with comparisons--

Juices and ades, summary			
Juices and ades	February 1954	February 1955	February 1956
	Percent	Percent	Percent
Canned single-strength juices:			
Orange.....	92	90	91
Grapefruit.....	87	85	83
Orange-grapefruit blend.....	56	49	50
Tangerine.....	14	10	11
Lemon.....	51	51	50
Prune.....	75	74	74
Apple.....	52	47	50
Grape.....	76	71	73
Pineapple.....	85	82	82
Tomato.....	92	92	93
Canned single-strength ades:			
Orangeade.....	21	23	22
Frozen concentrated juices:			
Orange.....	58	58	59
Grape.....	43	41	44
Pineapple.....	22	20	21
Lemon 1/.....	16	14	11
Shelf-pack concentrated juices:			
Orange.....	10	8	7
Frozen concentrate for ades:			
Orangeade.....	7	7	5
Lemonade.....	46	45	47
Limeade.....	15	14	17
Shelf-pack concentrate for ades:			
Orangeade.....	26	23	22
Lemonade.....	24	26	23

1/ Frozen single-strength juice.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 3.-- Percentage of retail food stores having product available, by store classification and location, February 1956 with comparisons --

Store classification and location	All fresh oranges					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	85	82	85	96	95	97
Volume of store business annually:						
Under \$50,000.....	80	76	79	94	92	95
\$50,000 -- \$99,999.....	95	92	94	98	97	99
\$100,000 -- \$299,999.....	95	96	97	96	98	99
\$300,000 and over.....	99	99	98	100	100	100
Type of store management:						
National chains.....	96	100	100	96	100	100
Regional chains 1/.....	99	95	99	99	96	100
Independent groceries.....	84	81	84	95	94	96
Store location by city size, population:						
Under 10,000 2/.....	84	80	84	93	92	94
10,000 -- 99,999.....	89	87	88	97	97	98
100,000 -- 499,999.....	95	92	94	99	98	100
500,000 and over.....	80	77	80	96	96	98
Store location by region or city 3/:						
Northeast.....	85	80	84	96	96	98
North Central.....	97	93	95	98	97	99
South.....	78	74	78	90	89	91
Mountain-Southwest.....	88	86	86	98	96	97
Pacific.....	95	95	95	99	99	99
New York City.....	58	58	63	92	96	98
Chicago.....	95	96	96	98	99	99
Los Angeles.....	93	91	91	100	99	100

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 4.-- Percentage of retail food stores having product available, by state of origin, store classification and location, February 1956 with comparisons --

Store classification and location	California-Arizona oranges					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	47	46	44	57	57	54
Volume of store business annually:						
Under \$50,000.....	37	37	33	48	49	45
\$50,000 -- \$99,999.....	63	55	57	66	60	60
\$100,000 -- \$299,999.....	66	69	68	68	70	69
\$300,000 and over.....	81	85	79	81	86	81
Type of store management:						
National chains.....	68	81	83	66	81	83
Regional chains 1/.....	73	66	68	73	66	69
Independent groceries.....	46	44	42	55	56	53
Store location by city size, population:						
Under 10,000 2/.....	38	35	34	46	45	43
10,000 -- 99,999.....	57	56	58	66	65	67
100,000 -- 499,999.....	61	63	59	63	69	64
500,000 and over.....	53	52	48	67	67	62
Store location by region or city 3/:						
Northeast.....	54	59	51	62	71	61
North Central.....	77	69	70	82	74	73
South.....	9	4	4	10	5	5
Mountain-Southwest.....	45	46	52	54	55	61
Pacific.....	91	93	90	94	98	94
New York City.....	43	39	41	74	65	66
Chicago.....	81	87	85	83	90	88
Los Angeles.....	93	91	91	99	99	100

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 5.--Percentage of retail food stores having product available, by state of origin, store classification and location, February 1956 with comparisons--

Store classification and location	Florida oranges					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	54	51	54	61	58	61
Volume of store business annually:						
Under \$50,000.....	50	47	49	58	57	57
\$50,000 -- \$99,999.....	61	55	60	64	58	63
\$100,000 -- \$299,999.....	61	56	61	61	57	63
\$300,000 and over.....	77	76	71	78	77	73
Type of store management:						
National chains.....	85	89	89	84	89	89
Regional chains 1/.....	85	75	73	85	76	74
Independent groceries.....	52	49	52	59	56	59
Store location by city size, population:						
Under 10,000 2/.....	52	52	54	56	59	60
10,000 -- 99,999.....	56	54	52	61	60	58
100,000 -- 499,999.....	59	53	56	62	57	62
500,000 and over.....	56	44	53	68	57	65
Store location by region or city 3/:						
Northeast.....	66	64	73	77	77	86
North Central.....	56	48	43	57	52	45
South.....	66	63	67	76	75	78
Mountain-Southwest.....	21	15	15	23	16	18
Pacific.....	2	1	11	2	1	12
New York City.....	55	56	58	89	96	92
Chicago.....	60	63	65	63	66	69
Los Angeles.....	2	2	5	2	3	6

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 6.--Percentage of retail food stores having product available, by store classification and location, February 1956 with comparisons--

Store classification and location	All fresh grapefruit					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	65	63	65	79	77	79
Volume of store business annually:						
Under \$50,000.....	54	51	51	70	67	69
\$50,000 -- \$99,999.....	83	82	85	87	88	89
\$100,000 -- \$299,999.....	89	90	94	90	92	96
\$300,000 and over.....	97	99	93	97	100	95
Type of store management:						
National chains.....	96	100	94	96	100	94
Regional chains 1/.....	96	98	95	96	98	95
Independent groceries.....	63	61	63	77	75	78
Store location by city size, population:						
Under 10,000 2/.....	59	57	59	73	72	74
10,000 -- 99,999.....	75	71	73	82	81	82
100,000 -- 499,999.....	85	81	81	93	88	91
500,000 and over.....	62	60	62	79	77	80
Store location by region or city 3/:						
Northeast.....	69	65	68	83	83	83
North Central.....	87	81	84	90	83	88
South.....	45	44	46	62	61	63
Mountain-Southwest.....	63	62	67	73	74	79
Pacific.....	76	81	70	81	87	76
New York City.....	53	54	58	90	92	90
Chicago.....	76	78	76	80	81	80
Los Angeles.....	79	79	80	87	89	92

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 7.-- Percentage of retail food stores having specified product available, by state of origin, store classification, and location, February 1956 with comparisons --

Store classification and location	California-Arizona grapefruit					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. Total.....	8	10	10	10	13	12
Volume of store business annually:						
Under \$50,000.....	5	6	7	7	8	9
\$50,000 -- \$99,999.....	10	10	10	11	11	11
\$100,000 -- \$299,999.....	17	24	20	17	25	21
\$300,000 and over.....	26	30	26	26	31	26
Type of store management:						
National chains.....	24	26	23	25	26	23
Regional chains 1/.....	15	22	18	14	22	18
Independent groceries.....	7	9	10	10	12	12
Store location by city size, population:						
Under 10,000 2/.....	6	7	8	8	9	10
10,000 -- 99,999.....	11	14	10	14	17	12
100,000 -- 499,999.....	13	18	18	15	20	20
500,000 and over.....	7	9	10	10	12	14
Store location by region or city 3/:						
Northeast.....	4	11	6	5	14	8
North Central.....	7	5	12	8	5	11
South.....	1	1	4/	2	2	2
Mountain-Southwest.....	14	13	14	18	15	16
Pacific.....	48	60	51	51	64	55
New York City.....	1	3	6	2	5	10
Chicago.....	5	4	3	6	4	4
Los Angeles.....	72	78	79	79	88	91

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

4/ Insufficient data for analysis.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 8.-- Percentage of retail food stores having specified product available, by state or origin, store classification, and location, February 1956 with comparisons --

Store classification and location	Florida grapefruit					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. Total.....	46	41	46	55	52	57
Volume of store business annually:						
Under \$50,000.....	38	33	35	49	46	48
\$50,000 -- \$99,999.....	60	53	62	62	57	65
\$100,000 -- \$499,999.....	60	56	65	61	57	66
\$500,000 and over.....	74	74	75	75	75	76
Type of store management:						
National chains.....	80	84	79	79	84	79
Regional chains 1/.....	79	80	80	79	80	80
Independent groceries.....	44	39	44	53	49	55
Store location by city size, population:						
Under 10,000 2/.....	41	36	40	51	48	51
10,000 -- 99,999.....	50	41	46	53	48	52
100,000 -- 499,999.....	56	60	61	60	64	69
500,000 and over.....	49	44	52	64	57	67
Store location by region or city 3/:						
Northeast.....	61	56	61	73	70	74
North Central.....	56	45	56	58	48	60
South.....	37	37	38	50	53	54
Mountain-Southwest.....	18	13	11	22	16	14
Pacific.....	31	24	30	33	26	32
New York City.....	53	53	58	90	90	90
Chicago.....	63	65	64	66	68	68
Los Angeles.....	12	2	10	14	2	12

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 9.--Percentage of retail food stores having specified product available, by store classification and location, February 1956 with comparisons--

Store classification and location	Fresh lemons					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1954 Percent	1955 Percent	1956 Percent	1954 Percent	1955 Percent	1956 Percent
U. S. total.....	77	77	78	88	89	90
Volume of store business annually:						
Under \$50,000.....	69	70	70	83	86	87
\$50,000 -- \$99,999.....	91	89	90	95	93	93
\$100,000 -- \$299,999.....	95	93	96	96	95	97
\$300,000 and over.....	97	96	96	98	97	98
Type of store management:						
National chains.....	96	94	99	95	94	99
Regional chains 1/.....	99	97	97	99	98	98
Independent groceries.....	76	76	77	88	89	90
Store location by city size, population:						
Under 10,000 2/.....	72	74	73	83	86	85
10,000 -- 99,999.....	84	81	84	92	91	94
100,000 -- 499,999.....	93	94	90	96	97	93
500,000 and over.....	77	73	80	92	92	97
Store location by region or city 3/:						
Northeast.....	79	75	78	92	89	91
North Central.....	91	87	85	94	89	89
South.....	63	71	69	75	86	86
Mountain-Southwest.....	80	81	83	90	92	94
Pacific.....	93	92	94	96	97	98
New York City.....	59	61	68	93	94	96
Chicago.....	88	84	90	91	87	93
Los Angeles.....	85	89	89	94	99	98

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 10.--Percentage of retail food stores having specified product available, by store classification and location, February 1956 with comparisons--

Store classification and location	Fresh tangerines					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1954 Percent	1955 Percent	1956 Percent	1954 Percent	1955 Percent	1956 Percent
U. S. total.....	40	46	43	50	56	53
Volume of store business annually:						
Under \$50,000.....	30	36	32	41	47	43
\$50,000 -- \$99,999.....	55	57	58	57	60	61
\$100,000 -- \$299,999.....	60	68	64	61	70	65
\$300,000 and over.....	77	86	81	78	87	83
Type of store management:						
National chains.....	65	77	79	64	77	79
Regional chains 1/.....	79	88	74	79	88	75
Independent groceries.....	38	43	41	48	53	51
Store location by city size, population:						
Under 10,000 2/.....	34	38	35	43	47	45
10,000 -- 99,999.....	47	54	49	56	61	57
100,000 -- 499,999.....	51	60	58	56	65	62
500,000 and over.....	43	49	50	55	64	65
Store location by region or city 3/:						
Northeast.....	55	56	59	67	70	73
North Central.....	45	53	44	49	57	47
South.....	33	42	37	44	53	51
Mountain-Southwest.....	16	20	17	20	24	20
Pacific.....	32	29	34	35	31	37
New York City.....	41	43	47	72	71	78
Chicago.....	52	65	63	56	68	67
Los Angeles.....	46	55	55	53	64	65

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 11.-- Percentage of retail food stores having specified products available, by store classification and location, February 1956

Store classification and location	Frozen and shelf-pack concentrated juices and ades				
	Frozen concentrated juices			Shelf-pack concentrated juice	Frozen single-strength lemon juice
	Orange	Grape	Pineapple	Orange	
	Percent	Percent	Percent	Percent	Percent
U. S. Total.....	59	44	21	7	11
Volume of store business annually:					
Under \$50,000.....	43	29	9	7	6
\$50,000 -- \$99,999.....	85	64	30	4	16
\$100,000 -- \$299,999.....	90	72	42	7	21
\$300,000 and over.....	97	89	69	17	31
Type of store management:					
National chains.....	96	79	55	13	22
Regional chains <sup>1/</sup> .....	89	87	49	14	25
Independent groceries.....	57	41	19	7	10
Store location by city size, population:					
Under 10,000 <sup>2/</sup> .....	50	35	11	8	9
10,000 -- 99,999.....	67	51	23	6	17
100,000 -- 499,999.....	75	58	37	9	15
500,000 and over.....	67	51	32	5	8
Store location by region or city <sup>3/</sup> :					
Northeast.....	66	54	30	5	18
North Central.....	76	55	28	14	13
South.....	34	22	6	4	6
Mountain-Southwest.....	62	48	15	6	12
Pacific.....	77	48	24	6	9
New York City.....	67	56	33	11	9
Chicago.....	73	54	19	3	2
Los Angeles.....	86	60	34	5	4
	Frozen concentrate for ades			Shelf-pack concentrate for ades	
	Lemonade	Orangeade	Limeade	Lemonade	Orangeade
	Percent	Percent	Percent	Percent	Percent
U. S. Total.....	47	5	17	23	22
Volume of store business annually:					
Under \$50,000.....	32	<sup>4/</sup>	7	13	12
\$50,000 -- \$99,999.....	67	7	27	30	30
\$100,000 -- \$299,999.....	74	12	36	41	44
\$300,000 and over.....	90	22	55	69	67
Type of store management:					
National chains.....	84	35	62	59	66
Regional chains <sup>1/</sup> .....	79	20	45	71	72
Independent groceries.....	45	4	15	20	19
Store location by city size, population:					
Under 10,000 <sup>2/</sup> .....	38	2	12	20	22
10,000 -- 99,999.....	55	6	26	29	23
100,000 -- 499,999.....	59	12	26	33	34
500,000 and over.....	54	6	16	19	15
Store location by region or city <sup>3/</sup> :					
Northeast.....	57	8	19	35	25
North Central.....	55	7	20	30	32
South.....	26	2	10	8	10
Mountain-Southwest.....	49	3	21	20	26
Pacific.....	70	2	23	36	41
New York City.....	47	10	13	18	15
Chicago.....	46	<sup>4/</sup>	29	15	4
Los Angeles.....	89	<sup>4/</sup>	25	25	34

<sup>1/</sup> Excludes voluntary chains.<sup>2/</sup> Includes rural route stores outside corporate city limits.<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.<sup>4/</sup> Insufficient data for analysis.

Table 12.--Percentage of retail food stores having specified products available, by store classification and location, February 1956 with comparisons--

Store classification and location	Frozen concentrated orange and grape juices											
	Frozen concentrated orange juice						Frozen concentrated grape juice					
	All stores			Stores with freezer cabinets			All stores			Stores with freezer cabinets		
	February			February			February			February		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	58	58	59	92	87	85	43	41	44	67	61	63
Volume of store business annually:												
Under \$50,000.....	42	43	43	87	80	74	26	26	29	54	48	50
\$50,000 -- \$99,999.....	83	82	85	95	93	94	67	60	64	77	68	71
\$100,000 -- \$299,999.....	92	89	90	98	97	98	79	73	72	84	79	78
\$300,000 and over.....	99	100	97	99	100	97	91	91	89	91	92	90
Type of store management:												
National chains.....	96	96	96	99	100	98	96	84	79	98	88	81
Regional chains 1/.....	93	96	89	98	100	93	78	83	87	82	87	92
Independent groceries.....	56	56	57	91	86	84	40	38	41	65	59	60
Store location by city size, population:												
Under 10,000 2/.....	45	44	50	88	79	82	31	32	35	61	57	58
10,000 -- 99,999.....	70	70	67	94	91	84	51	46	51	68	60	64
100,000 -- 499,999.....	74	74	75	91	91	90	61	59	58	76	73	68
500,000 and over.....	67	72	67	95	95	86	51	48	51	72	63	65
Store location by region or city 3/:												
Northeast.....	69	70	66	98	94	87	50	51	54	71	69	71
North Central.....	74	74	76	93	90	90	58	53	55	73	65	66
South.....	32	32	34	83	68	67	19	21	22	50	45	43
Mountain-Southwest.....	51	54	62	81	86	90	43	41	48	69	66	70
Pacific.....	77	75	77	93	94	92	52	44	48	62	56	57
New York City.....	61	63	67	100	99	96	55	50	56	90	79	81
Chicago.....	79	81	73	95	94	84	51	36	54	61	42	63
Los Angeles.....	85	88	86	95	94	90	66	66	60	74	70	63

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 13.--Percentage of retail food stores having specified products available, by store classification and location, February 1956 with comparisons--

Store classification and location	Frozen concentrate for lemonade and frozen single-strength lemon juice											
	Frozen concentrate for lemonade						Frozen single-strength lemon juice					
	All stores			Stores with freezer cabinets			All stores			Stores with freezer cabinets		
	February			February			February			February		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	46	45	47	72	67	67	16	14	11	25	21	16
Volume of store business annually:												
Under \$50,000.....	30	33	32	63	60	55	11	10	6	22	18	10
\$50,000 -- \$99,999.....	69	61	67	80	69	74	22	18	16	25	20	17
\$100,000 -- \$299,999.....	78	71	74	83	77	81	30	26	21	32	28	23
\$300,000 and over.....	91	88	90	91	88	90	29	32	31	29	32	31
Type of store management:												
National chains.....	81	81	84	83	84	86	21	18	22	21	19	22
Regional chains 1/.....	89	78	79	94	81	84	23	26	25	25	27	26
Independent groceries.....	43	43	45	71	65	65	15	14	10	25	21	15
Store location by city size, population:												
Under 10,000 2/.....	34	35	38	67	61	63	13	12	9	24	22	15
10,000 -- 99,999.....	55	53	55	74	68	69	20	20	17	26	25	22
100,000 -- 499,999.....	61	59	59	76	73	70	19	17	15	23	20	18
500,000 and over.....	55	53	54	78	71	69	18	12	8	26	16	11
Store location by region or city 3/:												
Northeast.....	50	55	57	71	74	75	23	20	18	32	27	24
North Central.....	63	57	55	79	70	66	22	20	13	28	25	15
South.....	24	24	26	62	51	51	8	9	6	21	18	12
Mountain-Southwest.....	41	42	49	65	67	70	16	12	12	26	18	17
Pacific.....	64	57	70	76	72	84	13	13	9	15	16	10
New York City.....	49	41	47	80	64	68	7	9	9	12	15	12
Chicago.....	67	54	46	81	63	54	11	8	2	14	9	3
Los Angeles.....	78	80	89	87	86	94	6	4	4	7	4	4

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 14.--Percentage of retail food stores having specified products available, by store classification and location, February 1956 with comparisons--

Store classification and location	Frozen concentrates for ades											
	Frozen concentrate for orangeade						Frozen concentrate for limeade					
	All stores			Stores with freezer cabinets			All stores			Stores with freezer cabinets		
	February			February			February			February		
	1954	1955	1956	1954	1955	1956	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	7	7	5	11	10	7	15	14	17	24	21	24
Volume of store business annually:												
Under \$50,000.....	4	4	1/	7	7	2	8	7	7	16	13	13
\$50,000 -- \$99,999.....	13	10	7	14	11	7	23	16	27	26	18	30
\$100,000 -- \$299,999.....	12	9	12	13	10	13	37	38	36	40	41	39
\$300,000 and over.....	21	30	22	21	30	23	42	48	55	42	49	55
Type of store management:												
National chains.....	17	33	35	18	34	36	44	30	62	45	32	63
Regional chains 2/.....	10	18	20	11	19	21	29	33	45	31	35	47
Independent groceries.....	7	5	4	11	8	5	14	7	15	23	11	22
Store location by city size, population:												
Under 10,000 3/.....	5	5	2	9	8	4	13	11	12	25	19	20
10,000 -- 99,999.....	12	7	6	16	9	7	20	18	26	26	23	33
100,000 -- 499,999.....	10	12	12	13	14	15	23	23	26	28	28	31
500,000 and over.....	6	8	6	8	10	8	14	14	16	19	19	21
Store location by region or city 4/:												
Northeast.....	12	9	8	17	12	10	18	15	19	25	20	25
North Central.....	8	11	7	10	13	8	21	20	20	27	24	23
South.....	3	3	2	7	7	4	10	6	10	25	13	20
Mountain-Southwest.....	6	5	3	10	7	4	16	26	21	25	40	30
Pacific.....	7	3	2	9	4	2	16	15	23	19	19	27
New York City.....	6	8	10	10	12	15	12	10	13	19	16	19
Chicago.....	5	4	1/	6	5	1/	20	13	29	24	15	33
Los Angeles.....	2	1	1/	2	1	1/	21	22	25	23	24	26

1/ Insufficient data for analysis.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 15.--Percentage of retail food stores having specified product available, by store classification and location, February 1956 with comparisons--

Store classification and location	Frozen concentrated pineapple juice					
	All stores			Stores with freezer cabinets		
	February			February		
	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	22	20	21	35	29	29
Volume of store business annually:						
Under \$50,000.....	11	9	9	23	17	16
\$50,000 -- \$99,999.....	34	26	30	39	30	34
\$100,000 -- \$299,999.....	52	50	42	56	54	46
\$300,000 and over.....	61	63	69	61	63	69
Type of store management:						
National chains.....	71	55	55	73	57	56
Regional chains 1/.....	50	41	49	53	43	52
Independent groceries.....	20	10	19	33	15	27
Store location by city size, population:						
Under 10,000 2/.....	16	14	11	30	24	18
10,000 -- 99,999.....	27	21	23	37	27	30
100,000 -- 499,999.....	30	33	37	38	40	44
500,000 and over.....	28	25	32	40	33	41
Store location by region or city 3/:						
Northeast.....	32	30	30	45	40	39
North Central.....	33	25	28	42	30	33
South.....	7	6	6	19	13	12
Mountain-Southwest.....	12	14	15	20	23	22
Pacific.....	26	23	24	31	29	28
New York City.....	29	33	33	48	52	48
Chicago.....	17	15	19	21	17	23
Los Angeles.....	36	34	34	40	37	36

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 16.--Percentage of retail food stores having specified products available, by store classification and location, February 1956 with comparisons--

Store classification and location	Shelf-pack concentrated orange juice and concentrates for ades								
	Shelf-pack concentrated orange juice			Shelf-pack concentrate for					
				Orangeade			Lemonade		
	February			February			February		
	1954	1955	1956	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	10	8	7	26	23	22	24	26	23
Volume of store business annually:									
Under \$50,000.....	8	7	7	18	13	12	15	17	13
\$50,000 -- \$99,999.....	10	9	4	33	33	30	31	31	30
\$100,000 -- \$299,999.....	18	14	7	45	45	44	46	47	41
\$300,000 and over.....	15	18	17	76	65	67	71	72	69
Type of store management:									
National chains.....	16	15	13	68	60	66	48	56	59
Regional chains 1/.....	18	19	14	71	66	72	73	72	71
Independent groceries.....	9	5	7	24	20	19	21	23	20
Store location by city size, population:									
Under 10,000 2/.....	9	8	8	27	21	22	20	24	20
10,000 -- 99,999.....	9	10	6	30	28	23	29	26	29
100,000 -- 499,999.....	12	9	9	33	30	34	37	34	33
500,000 and over.....	12	8	5	19	18	15	22	24	19
Store location by region or city 3/:									
Northeast.....	13	10	5	31	27	25	32	31	35
North Central.....	12	11	14	36	33	32	35	40	30
South.....	7	6	4	17	12	10	11	13	8
Mountain-Southwest.....	5	6	6	27	24	26	21	18	20
Pacific.....	6	6	6	39	34	41	36	30	36
New York City.....	13	14	11	14	15	15	13	20	18
Chicago.....	9	6	3	9	9	4	17	23	15
Los Angeles.....	11	4	5	32	34	34	31	26	25

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 17.--Percentage of retail food stores having specified product available, by store classification and location, February 1956 with comparisons--

Store classification and location	Canned single-strength orange juice, by container size								
	No. 2 can			46-ounce can			Total 1/		
	February			February			February		
	1954	1955	1956	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	76	72	73	73	71	73	92	90	91
Volume of store business annually:									
Under \$50,000.....	72	69	69	64	63	65	90	88	89
\$50,000 -- \$99,999.....	79	72	76	85	82	84	94	91	92
\$100,000 -- \$299,999.....	88	85	78	96	88	91	99	93	94
\$300,000 and over.....	97	94	96	95	98	99	100	99	100
Type of store management:									
National chains.....	96	99	95	100	94	100	100	100	100
Regional chains 2/.....	94	92	87	93	97	95	98	99	95
Independent groceries.....	75	71	72	71	69	72	92	89	90
Store location by city size, population:									
Under 10,000 3/.....	73	71	74	70	70	73	94	92	94
10,000 -- 99,999.....	79	68	68	75	69	70	90	85	84
100,000 -- 499,999.....	76	74	74	79	73	79	88	89	92
500,000 and over.....	80	79	77	76	74	74	91	90	89
Store location by region or city 4/:									
Northeast.....	75	70	68	79	76	74	90	88	87
North Central.....	70	67	65	88	82	88	97	92	96
South.....	80	76	80	60	61	66	92	92	94
Mountain-Southwest.....	80	75	80	65	70	68	95	93	88
Pacific.....	75	72	77	75	66	72	89	84	91
New York City.....	74	74	75	66	67	65	77	80	76
Chicago.....	79	75	70	69	60	57	89	84	73
Los Angeles.....	91	91	91	92	85	91	99	97	95

1/ Includes other can sizes.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 18.--Percentage of retail food stores having specified product available, by store classification and location, February 1956 with comparisons--

Store classification and location	Canned single-strength grapefruit juice: by container size								
	No. 2 can			46-ounce can			Total 1/		
	February			February			February		
	1954	1955	1956	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	67	67	64	67	64	65	87	85	83
Volume of store business annually:									
Under \$50,000.....	63	63	57	55	53	52	83	81	76
\$50,000 -- \$99,999.....	70	71	68	83	82	84	92	93	92
\$100,000 -- \$299,999.....	81	80	77	93	88	91	98	94	94
\$300,000 and over.....	89	90	98	97	95	99	100	100	100
Type of store management:									
National chains.....	98	96	99	99	94	99	100	100	100
Regional chains 2/.....	82	79	87	92	89	95	97	95	97
Independent groceries.....	66	66	62	65	63	63	86	85	82
Store location by city size, population:									
Under 10,000 3/.....	62	64	59	60	59	62	85	84	81
10,000 -- 99,999.....	66	65	63	72	65	64	88	81	78
100,000 -- 499,999.....	72	76	75	77	74	71	90	92	89
500,000 and over.....	77	74	72	72	70	72	88	88	89
Store location by region or city 4/:									
Northeast.....	72	69	67	76	68	68	91	86	84
North Central.....	62	61	50	80	82	81	93	95	90
South.....	64	67	62	47	45	48	80	79	72
Mountain-Southwest.....	70	72	76	69	71	68	91	90	90
Pacific.....	68	70	76	76	66	69	86	82	89
New York City.....	72	73	73	64	68	69	76	77	78
Chicago.....	69	64	72	66	59	66	80	75	81
Los Angeles.....	88	89	88	88	85	89	97	97	96

1/ Includes other can sizes.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 19.--Percentage of retail food stores having specified product available, by store classification and location, February 1956 with comparisons--

Store classification and location	Canned single-strength orange-grapefruit blended juice: by container size								
	No. 2 can			46-ounce can			Total 1/		
	February			February			February		
	1954	1955	1956	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	39	35	34	44	39	40	56	49	50
Volume of store business annually:									
Under \$50,000.....	30	26	25	30	27	26	44	38	37
\$50,000 -- \$99,999.....	49	42	35	63	53	56	73	62	62
\$100,000 -- \$299,999.....	59	55	58	76	65	69	81	75	79
\$300,000 and over.....	89	83	84	93	85	87	98	93	93
Type of store management:									
National chains.....	95	72	91	96	84	92	99	90	99
Regional chains 2/.....	74	76	69	90	86	81	93	94	88
Independent groceries.....	36	33	32	41	36	37	54	47	47
Store location by city size, population:									
Under 10,000 3/.....	28	27	27	36	32	34	47	41	43
10,000 -- 99,999.....	45	38	34	50	40	38	62	53	48
100,000 -- 499,999.....	47	45	44	55	51	49	68	62	60
500,000 and over.....	54	46	47	52	50	51	64	60	63
Store location by region or city 4/:									
Northeast.....	61	50	46	61	52	54	80	68	66
North Central.....	37	39	33	65	56	53	70	65	62
South.....	19	15	19	15	15	18	26	21	25
Mountain-Southwest.....	30	29	23	30	28	25	40	35	29
Pacific.....	49	46	48	55	48	53	67	60	62
New York City.....	59	58	63	52	57	55	63	64	69
Chicago.....	51	45	52	56	43	45	74	63	67
Los Angeles.....	64	61	68	59	51	60	75	70	74

1/ Includes other can sizes.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 20.--Percentage of retail food stores having specified product available, by store classification and location, February 1956 with comparisons--

Store classification and location	Canned single-strength lemon juice: by container size								
	5-1/2 ounce can			Other 1/			Total		
	February			February			February		
	1954	1955	1956	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	30	27	27	32	34	33	51	51	50
Volume of store business annually:									
Under \$50,000.....	20	19	18	22	24	23	37	39	36
\$50,000 -- \$99,999.....	39	36	33	45	44	41	67	67	65
\$100,000 -- \$299,999.....	51	41	48	58	58	61	84	75	82
\$300,000 and over.....	72	64	64	72	78	75	94	93	89
Type of store management:									
National chains.....	65	61	62	81	87	87	90	94	91
Regional chains 2/.....	68	53	65	69	74	68	91	86	88
Independent groceries.....	27	25	24	30	31	31	48	48	47
Store location by city size, population:									
Under 10,000 3/.....	21	20	22	27	29	29	41	41	44
10,000 -- 99,999.....	38	36	33	33	37	34	56	59	54
100,000 -- 499,999.....	42	35	39	32	32	35	56	53	55
500,000 and over.....	34	31	27	44	46	42	65	64	58
Store location by region or city 4/:									
Northeast.....	42	38	32	37	40	36	61	63	56
North Central.....	36	26	29	55	55	46	74	67	64
South.....	10	12	13	13	16	18	21	24	27
Mountain-Southwest.....	31	32	29	18	18	26	42	42	45
Pacific.....	46	41	53	25	35	35	60	65	72
New York City.....	32	30	33	39	46	45	59	60	64
Chicago.....	18	27	16	65	51	59	73	63	66
Los Angeles.....	77	80	80	47	48	53	86	90	88

1/ Includes glass containers.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 21.--Percentage of retail food stores having specified product available, by store classification and location, February 1956 with comparisons--

Store classification and location	Canned single-strength tangerine juice: by container size								
	No. 2 can			46-ounce can			Total 1/		
	February			February			February		
	1954	1955	1956	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	8	7	6	7	5	6	14	10	11
Volume of store business annually:									
Under \$50,000.....	6	3	4	4	1	2/	9	5	5
\$50,000 -- \$99,999.....	9	9	6	6	5	6	14	13	12
\$100,000 -- \$299,999.....	16	12	10	19	15	15	30	24	24
\$300,000 and over.....	28	28	26	32	33	36	46	43	48
Type of store management:									
National chains.....	27	22	22	22	34	35	38	42	40
Regional chains 3/.....	31	31	25	42	26	32	52	43	44
Independent groceries.....	7	5	5	5	3	4	12	8	9
Store location by city size, population:									
Under 10,000 4/.....	5	5	5	6	4	4	11	9	10
10,000 -- 99,999.....	10	11	8	9	7	8	15	14	14
100,000 -- 499,999.....	10	7	8	11	8	12	20	13	17
500,000 and over.....	12	7	7	7	3	4	15	8	9
Store location by region or city 5/:									
Northeast.....	15	11	6	10	7	7	20	15	11
North Central.....	8	9	7	15	9	11	21	16	18
South.....	3	3	6	3	1	2	6	4	8
Mountain-Southwest.....	6	5	4	9	8	8	11	10	10
Pacific.....	10	8	10	2	2	3	12	9	12
New York City.....	15	7	9	2	1	2	16	8	9
Chicago.....	4	2	4	2	1	2/	7	3	4
Los Angeles.....	7	6	9	2	6/	2/	7	6	9

1/ Includes other can sizes.

2/ Insufficient data for analysis.

3/ Excludes voluntary chains.

4/ Includes rural route stores outside corporate city limits.

5/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

6/ Information not available.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 22.--Percentage of retail food stores having specified product available, by store classification and location, February 1956 with comparisons--

Store classification and location	Canned single-strength orangeade: by container size								
	46-ounce can			Other can sizes			Total		
	February			February			February		
	1954	1955	1956	1954	1955	1956	1954	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	16	18	17	8	10	8	21	23	22
Volume of store business annually:									
Under \$50,000.....	10	11	8	7	8	6	15	15	13
\$50,000 -- \$99,999.....	18	23	24	9	10	10	25	28	28
\$100,000 -- \$299,999.....	30	34	41	12	16	11	36	39	44
\$300,000 and over.....	47	61	58	16	21	23	55	67	67
Type of store management:									
National chains.....	40	43	53	11	10	13	44	49	58
Regional chains 1/.....	51	53	62	15	24	24	58	61	71
Independent groceries.....	13	16	15	8	9	7	19	20	20
Store location by city size, population:									
Under 10,000 2/.....	17	18	18	8	10	8	22	22	23
10,000 -- 99,999.....	16	22	17	9	15	10	23	29	24
100,000 -- 499,999.....	25	26	26	9	8	11	30	27	31
500,000 and over.....	8	12	12	7	7	5	13	16	15
Store location by region or city 3/:									
Northeast.....	15	19	11	9	11	9	20	22	19
North Central.....	14	27	22	5	10	6	17	32	25
South.....	17	13	18	12	10	9	24	17	23
Mountain-Southwest.....	18	22	25	9	16	11	24	29	29
Pacific.....	24	26	29	3	7	8	25	30	35
New York City.....	6	4	6	5	7	5	9	10	10
Chicago.....	11	4	6	6	3	4/	13	6	6
Los Angeles.....	12	9	12	20	14	9	26	22	18

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

4/ Insufficient data for analysis.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 23.--Percentage of retail food stores having specified products available, by store classification and location, February 1956 with comparisons--

Store classification and location	Other canned single-strength juices									
	Pineapple		Tomato		Apple		Grape		Prune	
	February		February		February		February		February	
	1955	1956	1955	1956	1955	1956	1955	1956	1955	1956
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	82	82	92	93	47	50	71	73	74	74
Volume of store business annually:										
Under \$50,000.....	77	76	90	91	36	38	61	62	65	64
\$50,000 -- \$99,999.....	91	90	93	95	60	62	87	90	89	89
\$100,000 -- \$299,999.....	94	94	95	95	75	78	92	94	94	92
\$300,000 and over.....	100	100	100	100	96	96	100	99	98	100
Type of store management:										
National chains.....	100	100	94	100	84	91	100	100	100	100
Regional chains 1/.....	96	99	99	99	92	91	97	97	98	99
Independent groceries.....	82	81	91	92	45	48	70	71	72	72
Store location by city size, population:										
Under 10,000 2/.....	79	79	93	94	38	43	68	70	69	70
10,000 -- 99,999.....	82	81	91	90	52	53	72	76	77	73
100,000 -- 499,999.....	87	85	92	90	59	59	79	79	79	76
500,000 and over.....	89	89	88	93	58	62	75	74	80	81
Store location by region or city 3/:										
Northeast.....	88	89	93	92	60	58	78	81	86	83
North Central.....	91	88	96	98	48	49	79	81	84	82
South.....	73	70	89	92	29	35	58	57	56	58
Mountain-Southwest.....	82	85	95	93	53	56	79	83	75	75
Pacific.....	82	87	87	90	61	74	72	77	72	77
New York City.....	79	79	81	82	63	69	67	72	78	78
Chicago.....	76	85	87	85	52	49	66	62	74	67
Los Angeles.....	99	96	98	97	83	82	88	89	93	93

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.



